

IN THE CLAIMS

Upon entry of the present amendment, the status of the claims will be as is shown herein. This listing of claims replaces all previous versions and listings of claims in the present application.

Claims 1-49 (Cancelled)

50. (Currently Amended) A data management method, comprising:

providing a plurality of information units, each information unit being a part of a broadcast program and carrying information representing one of various items in said broadcast program, said broadcast program being provided to an information recipient by a unidirectional communication from an information provider;

receiving, at an information manager from a first communications device associated with an information recipient, and independently of a second communications device distinct from the first communications device, an information recipient ~~identification~~ verification data that identifies the information recipient and ~~content identification~~ identifying data particular to and distinctly identifying ~~content~~ an information unit selected by the information recipient, the ~~content being provided to the information recipient by a unidirectional communication from an information provider, the content identification~~ identifying data being stored in a database in association with the information recipient ~~identification~~ verification data when the information manager receives the ~~content identification~~ identifying data and information recipient ~~identification~~ verification data, and the ~~content identification~~ identifying data being linked in the database to reference data associated with and defining features of the content information unit selected by the information recipient; and

permitting access to the information manager from the second communications device independently of the first communications device,

wherein, upon sending the information recipient verification data from the second communications device to the information manager, the database enables access from the second communications device to the identifying data associated to said information recipient verification data, and in turn, to the reference data linked to the ~~content identification~~ identifying data, ~~from the second communications device~~ over a path different from a path over which the information manager receives the information recipient ~~identification~~ verification data and ~~content identification~~ identifying data from the first communications device.

51. (Currently Amended) The data management method of claim 50,

wherein the ~~content~~ information unit from the information provider is received at the first communication device ~~a content receiving device from the information provider~~,

~~wherein the first communications device receives a signal from the content receiving device when the information recipient selects content, and~~

~~wherein the first communications device forwards the information recipient identification and the content identification to the information manager based on the signal received from the content receiving device.~~

Claims 52-53 (Cancelled)

54. (Currently Amended) The data management method of claim 50, wherein the information recipient-~~identification~~ verification data and the ~~content~~ identification identifying data are received from the first communications device based on a signal received from a remote controller generated when the information recipient selects ~~content~~ the information unit, and

wherein the remote controller comprises a plurality of information designating buttons for separate individuals, each information designating button corresponding to a different information recipient-~~identification~~ verification data.

55. (Currently Amended) The data management method of claim 50, wherein the ~~content~~ information unit is received by and presented to the information recipient using a ~~content~~ information unit receiving device, and wherein a portable controller is used to select the ~~selected content~~ information unit.

56. (Currently Amended) The data management method of claim 50, wherein the information recipient-~~identification~~ verification data comprises one of a personal identification that uniquely identifies an individual information recipient, and a group identification that identifies a group of associated individual information recipients.

57. (Currently Amended) The data management method of claim 50, wherein the ~~content identification~~ identifying data comprises at least one of a time when the information recipient selects the ~~selected content~~ information unit, and a channel by which the information recipient receives the ~~selected content~~ information unit.

58. (Currently Amended) The data management method of claim 50, wherein the ~~content identification~~ identifying data comprises codes which identify the selected ~~content~~ information unit, the codes being applied to the ~~content~~ information unit prior to the ~~content~~ information unit being provided to the information recipient.

59. (Currently Amended) The data management method of claim 50, wherein the reference data comprises at least one of detailed information which describes the selected ~~content~~ information unit and detailed information which describes a subject of the selected content information unit.

60. (Currently Amended) The data management method of claim 50, wherein the reference data comprises at least one of date indicating information which indicates a date when the ~~selected content~~ information unit is selected, a program indicating information which indicates an identity of the selected ~~content~~ information unit as a media program, a program genre indicating information which indicates a genre of the selected ~~content~~ information unit, a region indicating information which indicates a region in which the selected ~~content~~ information unit is selected, and a sponsor indicating information which identifies a sponsor of the selected ~~content~~ information unit.

61. (Previously Presented) The data management method according to claim 50, wherein the reference data comprises at least one of date indicating information, program indicating information, program genre indicating information, region indicating information, and sponsor indicating information,

wherein at least one of the date indicating information, the program indicating information, the program genre indicating information, the region indicating information, and the sponsor indicating information is retrieved by the second communications device as at least one retrieval key using the information manager, and

wherein the at least one retrieved retrieval key is displayed on the second communications device in order based on frequency of usage.

62. (Currently Amended) The data management method of claim 50, wherein the ~~content~~ information unit comprises at least one of audio information and video information.

63. (Currently Amended) The data management method of claim 50, wherein the ~~content~~ information unit comprises information included in printed material.

64. (Currently Amended) The data management method of claim 50, wherein the ~~content~~ information unit comprises at least one of broadcast information, aired information, and information disclosed at an event.

65. (Currently Amended) The data management method of claim 50, further comprising:

storing in the database, by the information manager, the information recipient ~~identification~~ verification data and the ~~content identification~~ identifying data.

66. (Currently Amended) The data management method of claim 50, wherein the information recipient-~~identification~~ verification data and the ~~content identification~~ identifying data are stored in the database by an apparatus external to the information manager.

67. (Previously Presented) The data management method of claim 50, further comprising:

storing in the database, by the information manager, the reference data.

68. (Previously Presented) The data management method of claim 50, wherein the reference data is stored in the database by an apparatus external to the information manager.

69. (Currently Amended) The data management method of claim 50, wherein the reference data is added to the ~~content~~ information unit prior to the ~~content information unit~~ being selected by the information recipient.

70. (Currently Amended) The data management method of claim 50, wherein the information manager calls at least one of the ~~content~~ information unit and the reference data upon receiving the information recipient-~~identification~~ verification data and the ~~content identification~~ identifying data, the called at least one of the ~~content~~ information unit and the reference data being stored in the database in association with the information recipient ~~identification~~ verification data.

71. (Currently Amended) The data management method of claim 50, further comprising:

receiving the ~~selected content~~ information unit at the information manager; and  
storing the ~~selected content~~ information unit in the database by the information manager.

72. (Currently Amended) The data management method of claim 50, further comprising:

receiving the ~~selected content~~ information unit at the information manager,  
wherein the ~~selected content~~ information unit is stored in the database by an apparatus external to the information manager.

73. (Currently Amended) The data management method of claim 50,  
wherein the information recipient receives the ~~content~~ information unit using at least one of a set top box and a television receiver.

74. (Currently Amended) The data management method of claim 50,  
wherein the ~~content~~ information recipient identification verification data comprises one of a code particular to a ~~content~~ an information unit receiving device, a code particular to a ~~selected content identification~~ an identifying data transmission device, and a code particular to the ~~content~~ information recipient who selects the ~~content~~ information unit.

75. (Currently Amended) An information manager that receives, from a first communications device associated with an information recipient, and independently of a second communications device distinct from the first communications device, an information recipient ~~identification~~ verification data that identifies the information recipient and ~~content identification~~ an identifying data particular to and distinctly identifying ~~content~~ an information unit selected by the information recipient, ~~the content~~ a plurality of information units being provided to the information recipient as a part of a broadcast program by a unidirectional communication from an information provider and carrying information representing one of various items in the program, the ~~content identification~~ identifying data being stored in a database in association with the information recipient ~~identification~~ verification data when the information manager receives the ~~content identification~~ identifying data and information recipient ~~identification~~ verification data, and the ~~content identification~~ identifying data being linked in the database to reference data associated with the ~~content~~ information unit selected by the information recipient, the information manager permitting access from the second communications device independently of the first communications device,

wherein, upon sending the information recipient verification data from the second communications device to the information manager, the database enables access from the second communications device to the identifying data associated to said information recipient verification data, and in turn, to the reference data linked to the ~~content identification~~ identifying data from the second communications device over a path different from a path over which the information manager receives the information recipient ~~identification~~ verification data and ~~content identification~~ identifying data from the first communications device.



Claims 76-83 (Cancelled)

84. (Currently Amended) A data management method, comprising:

~~providing content~~ a plurality of information units, each information unit being a part of a broadcast program and carrying information representing one of various items in the program, said broadcast program being provided to an information recipient by a unidirectional communication from an information provider through a providing arrangement, the content being associated with content identification, the providing arrangement being a unidirectional communication;

~~selecting content~~ an information unit by ~~an~~ the information recipient associated with and using a first communications device distinct from a second communications device;

transmitting from the first communications device to the information manager independently of the second communications device, when the information recipient selects ~~content~~ the information unit, content identification an information recipient verification data that identifies the information recipient and an identifying data particular to and distinctly identifying each ~~piece of selected content~~ information unit selected by the information recipient to an information manager;

storing in a database, by one of the information manager and an external device, the ~~content identification~~ identifying data transmitted to the information manager, when the information manager receives the ~~content identification~~ identifying data, the database associating reference data linked to the ~~content identification~~ identifying data with at least one ~~recipient identifier~~ information recipient verification data that identifies an information recipient with identifying data; and

accessing the information manager from the second communications device independently of the first communications device,

whereby the database enables identification of reference data linked to the ~~content~~ identification identifying data of the selected ~~content~~ information unit in the database, and transmission of the reference data to the second communications device over a path different from a path over which the first communications device transmits the ~~content identification~~ identifying data to the information manager.

85. (Currently Amended) A data management system, comprising:

an information provider that provides ~~content~~ a plurality of information units, each information unit being a part of a broadcast program and carrying information representing one of various items in the program, said broadcast program being provided to an information recipient by a unidirectional communication through a providing arrangement, the content being associated with content identification, the providing arrangement being a unidirectional communication, the information recipient selecting content provided from the information provider;

a first communications device associated with the information recipient and transmitting independently of a second communications device distinct from the first communications device, when the information recipient selects ~~content~~ the information unit, an information recipient ~~identification~~ verification data that identifies the information recipient and ~~content identification~~ an identifying data particular to and distinctly identifying each ~~piece of selected content~~ information unit;

an information manager that receives the information recipient ~~identification~~ verification data and the ~~content identification~~ identifying data, particular to and distinctly identifying each ~~piece of selected content~~ information unit, from the first communications device;

a database that stores, by one of the information manager and an external device, the ~~content identification~~ identifying data transmitted to the information manager, when the information manager receives the ~~content identification~~ identifying data, the database associating reference data linked to the ~~content identification~~ identifying data with at least one ~~recipient identifier~~ information recipient verification data that identifies an information recipient with ~~identifying data~~,

wherein the information manager is accessible from the second communications device independently of the first communications device, and

wherein the database enables identification of reference data linked to the ~~content identification~~ identifying data of the selected ~~content~~ information unit in the database, and transmission of the reference data to the second communications device over a path different from a path over which the first communications device transmits the information recipient ~~identification~~ verification data and ~~content identification~~ identifying data to the information manager.

86. (New) The data management method of claim 50,

wherein the reference data is particular to the information unit selected by the information recipient and additional to the identifying data received by the information manager, and is stored in the database in association with the identifying data independent of the selection of the information unit by the information recipient.

87. (New) The data management system of claim 75,  
wherein the reference data is particular to the information unit selected by the  
information recipient and additional to the identifying data received by the information manager,  
and is stored in the database in association with the identifying data independent of the selection  
of the information unit by the information recipient.

88. (New) The data management system of claim 84,  
wherein the reference data is particular to the information unit selected by the  
information recipient and additional to the identifying data received by the information manager,  
and is stored in the database in association with the identifying data independent of the selection  
of the information unit by the information recipient.

89. (New) The data management system of claim 85,  
wherein the reference data is particular to the information unit selected by the  
information recipient and additional to the identifying data received by the information manager,  
and is stored in the database in association with the identifying data independent of the selection  
of the information unit by the information recipient.